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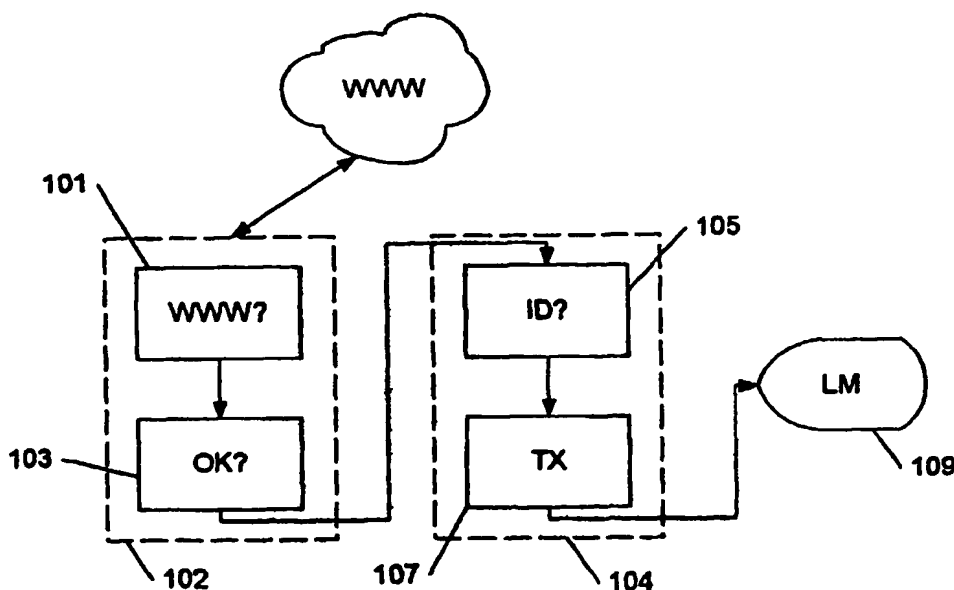
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02076652.3 25 April 2002 (25.04.2002) EP</p> <p>(71) Applicant (for all designated States except US): KONINKLIJKE PHILIPS ELECTRONICS N.V. [NL/NL]; Groenewoudseweg 1, NL-5621 5621 BA Eindhoven (NL).</p> <p>(72) Inventors; and</p> <p>(75) Inventors/Applicants (for US only): LIN, Wei-Cheng [—/—]; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). CHEN, Meng-Cheng [—/—]; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). CHEN, Jeng-Chun [—/—]; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).</p> | <p>(74) Agent: GROENENDAAL, Antonius, W., M.; Internationaal Octrooibureau B.V., Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).</p> <p>(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.</p> <p>(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).</p> <p>Published:
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(54) Title: DIFFERENTIATED WEB ADVERTISING SERVICES IN DISPLAY DEVICES



(57) Abstract: The present invention relates to a method of differentiating specific content in a web page displayed by a display device (109). The method comprises the steps of identifying (105) content in said web page with identification parameters comprised by a predefined set of identification parameters and of transmitting (107) information about said identified content to said display device (109). The display device (109) is adapted for displaying the content according to the information in a way, which differentiates the content from other content in the web page.

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